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CHRISTMAS TOWELS

If you are selecting Turkish towels as Christmas gifts on the useful side, here are some points to check as you look over the offerings on the counter. They are suggested by the Bureau of Home Economics of the U. S. Department of Agriculture.

Good, firm, woven selvages help to keep the sides of a towel in shape and prevent the edges from fraying.

Substantial hems, 3/8-inch wide, firmly stitched and well fastened at the corners, make a towel's life longer.

A bath towel that is too harsh is uncomfortable against the skin and does not absorb moisture well. Too soft a towel may not be strong enough to stand ordinary wear. Too bulky a towel is heavy to handle in the home laundry, takes a long time to dry, and runs up the laundry bill if washing is paid for by the pound.

All bath towels shrink somewhat during the first five or six washings, some more than others. Bargain towels are often below standard size to begin with and when they shrink, are correspondingly smaller. Corded or embroidered borders tend to shrink more than the body of the towel. They may draw up and spoil the towel's appearance.

It's the looped surface that absorbs moisture, so a design with many bare spaces may lessen the towel's drying efficiency.

Some colored towels are labeled as to the colorfastness of the dye. A towel that is not colorfast is a poor buy at any price.

There are individual size preferences. Towels that are 16 by 30 inches or 18 by 36 inches are appropriate for children. Medium-sized towels preferred by most people are 20 by 40 inches, or 22 by 44. Large towels, 24 by 46 or 48, are somewhat bulky, but many like them. Beach towels are still larger.

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